



Report to the Auburn City Council

Action Item

Agenda Item No. 7

City Manager Approval

To: Mayor and City Council Members
From: John Ruffcorn, Chief of Police
Date: October 24, 2011
Subject: PetData – A Private Sector Animal Licensing Company

The Issue

Should the City of Auburn approve and employ the services of PetData, a private sector animal licensing company?

Conclusion and Recommendation

Staff recommends that the City of Auburn employ the services of PetData.

History / Background

Animal Services agencies within Placer County have been meeting and discussing the possibility of contracting all animal licensing to a company known as PetData. This project is part of a regional partnership with the law enforcement agencies of the County of Placer and the cities of Roseville, Rocklin, Lincoln, and Auburn. The thrust of the program is to comply with state mandates concerning rabies vaccination compliance by citizens of Placer County.

PetData has submitted a list of services and proposed contract agreements for review. Through these meetings, it is believed by representatives involved that regionalization of animal licensing data through PetData will assist in relieving the financial burden on county and city agencies by removing that task from city and county employees. PetData would assume the responsibility of notification for licensing and re-licensing of animals, rabies vaccination compliance document filing, and the collection of related fees. PetData conducts business through the use of phone, internet, and mailings. The increased data obtained in the form of reports from PetData will also support and assist Animal Control personnel in enforcement efforts. PetData will be a data hub for the collection and distribution of vaccination and licensing information as well as fee collection and distribution between citizen licensees, veterinarians, and government entities involved in this process.

Due to the recent economic downturn, cities and counties face decreasing revenues and greater workloads due to shrinking work forces. Contracting services to PetData would serve to free city employees to concentrate their efforts in other areas and thereby save money.

Dangerous dog licensing would remain a function of the City of Auburn due to the need for on-site inspections and enforcement investigations.

Currently, for the calendar year of fiscal year 2011, the City of Auburn has 1032 active and exempt status animal licenses issued. Of the 1032, 249 are of the exempt status (no fee, senior citizen exemption). The current fees charged by the City of Auburn to the licensed party are as follows:

- | | | | | |
|---|------------------------|-------------------------|---------------------------|-----------------|
| * | <u>One year</u> | <u>Two years</u> | <u>Three years</u> | |
| | \$12.00 | \$24.00 | \$36.00 | (Unaltered dog) |
| | \$6.00 | \$12.00 | \$18.00 | (Altered dog) |
- * \$10.00 late fee
 - * \$6.00 tag replacement (See attached City of Auburn Animal Fee schedule)
 - * City finance personnel indicate that it takes an average of 10 to 20 minutes to process each license application. (\$7.00 cost in employee wages per license)
 - * In the case of senior citizen's (65 yrs or older) animal license(s), the city would purchase the animal license tags that will be issued by PetData, therefore, there would be no cost to the senior citizen.
 - * The City of Auburn retains the right to pick tag styles, logos, and numbering sequences related to tag issuance.

Of the above fees, PetData proposes the following fee schedule for their services to administrate all animal licensing for the City of Auburn:

- \$3.85 per license for a one year license of replacement tag
- \$2.00 for each additional year after year one of a multi-year license.
- \$2.50 Collection Service Fee for each late fee collected during the contract period
- \$1000.00 one-time startup fee

PetData is making a reduced price offer in its current proposal from its normal rate of \$4.15 per license to \$3.85 and reducing the one time fee from \$2500.00 to \$1000.00 due to projected potential for an increase in the number of available animal licenses in the Auburn area. The reduced price is due to all of the agencies involved (Placer, Roseville, Rocklin, Lincoln and Auburn) wishing to implement this program for all agencies through PetData at the same time.

Additionally, PetData claims that by the nature of their processing and citizen contact techniques, they have been able to increase the number of issued licenses by (in some jurisdictions) up to 40+ percent. Other cities / counties have reported increases in license fee collection when using PetData and it is predicted that the City of Auburn will most likely see an increase in funds by use of this system, by the simple fact that PetData would be tasked solely with animal related licensing, fee and data collection, compliance with licensing should increase.

Alternatives Available to Council; Implications of Alternatives

- A. Contract with PetData to handle all city animal licensing, rabies vaccination compliance and fee collection needs. Dangerous animal licensing remains a function of the City of Auburn.
- B. Retain the current system of animal licensing by City of Auburn employee(s)

Fiscal Impacts

It is anticipated that there will be an increase in animal related fees collected based on reports from other jurisdictions / agencies that have contracted with PetData as their animal licensing agency. The City of Auburn can expect reduced time spent by city employees dealing with animal related licensing and fee tasks.

Additional Information

Citizens of the City of Auburn would enjoy the benefit of options regarding animal licensing. Through PetData, licensing could be handled by mail, the internet or by phone. This provides greater flexibility for the animal owner / licensee and a quicker turn around time.

ATTACHMENTS

- 1. City of Auburn Animal License Fee schedule
- 2. PetData proposal and list of services

EXHIBITS

None

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RESOLUTION NO. 11-

RESOLUTION APPROVING THE AUTHORITY FOR THE CITY TO ENTER INTO A
CONTRACT WITH PETDATA, A PRIVATE SECTOR ANIMAL LICENSING COMPANY
TO ISSUE AND MAINTAIN INFORMATION ON ANIMAL LICENSING

THE CITY COUNCIL OF THE CITY OF AUBURN DOES HEREBY RESOLVE:

That the City Council of the City of Auburn does hereby approve the
usage of the PetData Company for issuing and maintaining information on
animal licensing.

DATED: October 24, 2011

William W. Kirby, M.D., Mayor

ATTEST:

Joseph G. R. Labrie, City Clerk

I, Joseph G. R. Labrie, City Clerk of the City of Auburn, hereby certify
that the foregoing resolution was duly passed at a regular meeting of the City
Council of the City of Auburn held on the 24th day of October 2011 by the
following vote on roll call:

Ayes:
Noes:
Absent:

Joseph G. R. Labrie, City Clerk

CITY OF AUBURN ANIMAL FEE SCHEDULE

Adopted June 28, 2010
Auburn Municipal Code, §97

Type of Application	Fee
A. LICENSE FEES	
1. Dog License ¹	
a. Altered	
1-year license	\$6.00
2-year license	\$12.00
3-year license	\$18.00
b. Unaltered	
1-year license	\$12.00
2-year license	\$24.00
3-year license	\$36.00
c. Potentially Dangerous Dog License	
Initial license	\$100.00
Annual/relocation license ²	\$100.00
d. Late License Fee	\$10.00
e. Replacement of Lost Tag	\$6.00
B. OTHER FEES	
1. Request for Hearing Appeal Fee (per AMC §97.030)	\$100.00
2. Collection & Transport Fee	\$60.00
3. Impound Fee	At Cost
4. Owner Surrender (live or dead animals)	
a. Under 100 lbs	\$84.36
b. Over 100 lbs (private service required)	At Cost
5. Subpoena Fees	
a. Processing fee (per subpoena)	At Cost
b. Witness fee (per State statute)	At Cost

¹ The dog license fee shall not be levied for any dog license issued for: 1) a seeing eye dog owned by a blind or partially blind person; 2) any dog certified as a canine companion for independent living and owned by a disabled person; 3) a dog used by law enforcement personnel; or 4) any dog with a current rabies vaccination owned by a senior citizen over the age of 65.

² This fee will be applied to dogs that move from one address to another within the City and for those dogs that come into the City from another jurisdiction.



Animal Licensing Made Easy.

PetData Proposal

Placer County, California

March 23, 2011

Highlights

92% of PetData's contracts have been renewed since company was founded.

42% is the approximate increase in licensing after hiring PetData.

4,000,000 animal licenses have been processed by PetData.

Experience

PetData is the largest animal licensing organization in the U.S. and is the only private company currently providing turnkey animal licensing services to municipalities. Founded in 1994, PetData is a member of the Texas Animal Control Association, the Florida Animal Control Association and the National Animal Control Association. PetData currently administers animal licensing programs for 39 municipalities. PetData licensed approximately 440,000 animals in 2009 and licensed over 500,000 animals in 2010.

Our current customers include: Albuquerque, NM; Antioch, CA; Arlington, TX; Bothell, WA; Charlotte, NC; Coastal Animal Services, CA; Cornelius, NC; Culver City, CA; Dubuque, IA; Fulton County, GA; Gilroy, CA; Hernando County, FL; Highland Village, TX; Houston, TX; Irving, TX; Kansas City, MO; Lake County, CA; Lakewood, WA; Las Vegas, NV; Matthews, NC; Montgomery County, MD; Morgan Hill, CA; New Castle County, DE; Newport Beach, CA; Oakland, CA; Philadelphia, PA; Plano, TX; Raleigh, NC; Roseville, CA; San Luis Obispo County, CA; San Mateo County, CA; Santa Barbara, CA; Seminole County, FL; Solano County, CA; South Ogden, UT; Southern Brazoria SPCA, TX; Torrance, CA; University Park, TX and Virginia Beach, VA.

Reasons to Hire PetData

There are several reasons why municipalities decide to hire PetData, including saving money, increasing revenues and freeing up staff time. Listed below is more detail on this topic.

Saving Money

Two major metropolitan areas which did internal cost analyses of their licensing programs in 2003 and 2004 discovered they were spending well over \$5.00 per license just to process the license. Undoubtedly, the actual costs are higher today. Nearly every municipality that PetData has worked with has seen a decrease in the cost to administer the program. This is due to a number of efficiencies that PetData has developed in its processing. PetData can also be more flexible in its personnel levels to ensure coverage of higher-volume periods, as well as be more flexible in its purchasing in order to take care of pet owner and veterinary clinic needs in a timely fashion.

Increasing Revenue

PetData's only business is animal licensing/registration. We have a dedicated, intense focus on animal licensing. As a result, PetData has a proven track record of increasing licensing for its clients. The average increase is 42%. Additionally because of our fee structure where we get paid per license sold, PetData has tremendous motivation to increase licensing for our clients. Even with the best of intentions, most cities simply are not able to dedicate the time and resources to this area that they wish.

More Staff Time To Devote To Animal Welfare

Animal licensing is a very time-consuming, very labor-intensive program. Most animal welfare agencies do not have sufficient staff to meet the needs of their residents, much less to have time for animal licensing. Therefore, it is difficult for an agency to allocate sufficient staff time to field the hundreds and thousands of phone calls related to animal licensing, to process the mail, to enter all of the records in the database and the many, many other tasks associated with running a successful animal licensing program. By hiring PetData to do all of the tasks, an agency's staff is freed up to provide more direct animal services to the community.

Predictable Program Costs

Because PetData works under contract for a specified period of time, the cost to the municipality for administration of animal licensing remains consistent over the period of the contract with no surprises from increased supply costs, postage costs, benefits costs or employee overtime. This makes it much easier to prepare and adhere to a budget.

Standard Fees

Base Fees

The Standard Fees are not charged until the license is issued. Data entry of rabies vaccination certificates and incomplete licenses, which may or may not result in a license, are included at no extra charge. An agreed-upon method to follow-up with pet owners who did not respond to a prior notice is also included at no additional cost. This structure is designed to 1) ensure that PetData is working on behalf of the client to increase licensing; and 2) provide the client with more control and certainty by establishing a set price for results and not charging simply for individual tasks associated with licensing.

- \$3.85 per license for a one-year license or a replacement tag.
- \$2.00 for each additional year after year one if there are multi-year licenses.
- \$2.50 Collection Service Fee for each late fee collected during the term of this Agreement, if applicable.

X IMPORTANT: PetData is paid for all licenses issued during the contract period, including those licenses issued by Animal Services, Veterinarians, and any authorized registrars or agents.

Start-Up Fee

- \$1,000 one-time only start-up fee. There are no start-up fees for term extensions or renewals.

Convenience Fee (paid by licensee, not municipality)

PetData provides the option of licensing online via PetLicense and does not charge the municipality for this service. If the pet owner chooses to license online, PetData charges a convenience fee of \$1.95 per transaction. Multiple pets may be licensed per transaction. Pet owners may choose to mail in their application if they do not wish to pay the convenience fee.

- \$1.95 per transaction charged to pet owners opting to license online.

NOTE: If a client requests non-standard or additional services or if annual license sales are below 1,500, there may be additional charges.

Scope of Services

1. Manage the daily operations of animal licensing including the processing of licensing mail from pet owners, processing license sales and vaccination reports, entering licensing and vaccination data, providing customer service and depositing money.
2. Provide veterinarians and other authorized registrars with reasonable quantities of supplies (reporting forms, vaccination certificates, citizen mailing envelopes, etc.) necessary to sell license tags and/or report information on citizens vaccinating their animals against rabies to the client. Supplies are to be printed in one color with the design and layout to be determined by PetData.

PLEASE NOTE: Client is responsible for purchasing license tags to PetData's specifications and shipping them to PetData. PetData recommends that tags be shipped directly from tag vendor to PetData to reduce shipping costs.

3. Track monthly vaccination and/or sales reports from all veterinarians participating in animal licensing program and keep record of all tag inventories at authorized registrars. Provide this information to clients as requested. Furthermore, PetData will communicate directly with veterinarians as requested by client.
4. Enter all new and renewal licenses into PetData's proprietary database provided that all information has been submitted to PetData in a complete and accurate format.
5. Process and mail license tags within ten business days after receipt of the licensing payment and complete documentation as required by local ordinance.
6. Issue replacement tags to citizens whose license tags have been lost, stolen or damaged.
7. Process rabies vaccination certificates on behalf of client and mail notices to those pet owners who vaccinated their pet(s) against rabies, but did not purchase license(s).
8. Mail renewal and reminder notices to customers who have previously licensed their pets.
9. Deposit all receipts collected for license fees, with the exception of those payments made via credit card, into a client bank account either at a local branch or via overnight mail to a bank in client's location. Mailing expenses associated with sending payments to client will be borne by client.
10. Provide a monthly report of animals licensed. Format of report is to be mutually agreed upon.
11. Provide statistical reports as requested within a timely manner. Depending on the information requested, PetData can provide most reports within five business days.
12. Respond to and communicate with animal control officer inquiries or animal owners' requests in a timely fashion.
13. Communicate with citizens by phone, mail or email as needed.
14. Comply with all state and local laws governing animal licensing.
15. Provide secure password-protected access to animal licensing data via PetAccess, a web-based application developed by PetData. Access will be granted only to authorized personnel, and the application will be available 24 hours a day, 7 days a week except for periodic maintenance by PetData or internet outages outside PetData's control. The application will allow client to search licensing data by various criteria, including but not limited to pet owner name, address, phone number, and license tag number.
16. Provide an online license tag lookup to the public to include the owner's last name, any available phone numbers and the pet's name and description. PetData may remove this feature from its website at client's request.

Description of Services

Daily Operations – Mail Processing

PetData processes all incoming mail, including individual registration applications from pet owners, vaccination reports from veterinarians, and tag sales reports from veterinarians. PetData ensures that all paperwork and fee requirements are met.

Daily Operations – Data Entry

PetData's data entry process has been highly refined over the years. Many of the rules and processes of a municipal licensing program are unique to the client and will be coded into the database so that entry will be as accurate and efficient as possible. Several programming checks are also written in to prevent many kinds of errors. Data entry operators are well trained and are monitored constantly for accuracy.

Because accuracy is so important, each batch is also re-checked after data entry, and the total payments entered in the batch are reconciled with the check totals.

Daily Operations – Revenue Deposits

PetData will deposit all registration monies in a financial institution specified by the Municipality. In order to provide the highest level of accountability and customer service both to the Municipality and to citizens, PetData scans and images all checks and money orders it receives. Thus, PetData can provide back-up data for all deposits of a municipality's revenue and can deliver the images on a CD-ROM upon request. PetData utilizes these images to verify citizen payments, to balance and reconcile all of the money that is deposited into the bank account and to provide excellent customer service to pet owners.

Daily Operations – Tag Mailings

Two different types of mailings are generated from batches of mail depending on whether the application was complete or not. A tag receipt is generated for each completed mail-in or online registration. An exception letter is generated for each incomplete registration. PetData enters the record in the database, the check is deposited, and a letter is mailed to the pet owner to instruct them on what is needed to complete their license. A license is not issued until all requirements have been met.

PetData will also issue replacement license or registration tags upon request for tags that have been lost, stolen or damaged, according to its client's preferred procedure.

Veterinarian Reports

For vaccination reports from veterinarians, PetData enters each record in its database for owners residing in within the client's jurisdiction. The vaccination data will be used to inform residents who have not yet registered their pet of the requirement to register and how to obtain the registration.

For tag sales reports from veterinarians, PetData receives and verifies all records of tags sold, and can also receive and reconcile the payments for the sales if desired by the client. Tag sales records are entered within 30 days of receipt, and PetData keeps an inventory of tag sequences at each sales location.

PetData will notify either the veterinary clinic, Animal Services, or either regarding vaccination or tag sales reports that are not submitted on a timely basis.

Mailings

Based on the vaccination records received from veterinarians, PetData mails out first billing notices to pet owners who have vaccinated but have not registered or licensed their pets. If the pet owner has not

responded within 45 days, PetData mails a second notice and, if applicable, adds the fee for late registration or license.

Prior to the expiration of a registration or license, PetData also sends out a renewal notice to pet owners who have previously registered or licensed their pet. A second renewal notice is mailed to those who do not respond to the first notice and, if applicable, adds the fee for late registration or late license per ordinance. Pet owners who have not responded to the renewal or billing notices are reported to Animal Services via an enforcement list that can be sorted by zip code, city and street address.

Supplies

All forms used for animal registration or licensing including notices, applications, brochures, etc. will be submitted for approval prior to being mailed out. Once approved, PetData will purchase supplies and distribute them to Animal Services and veterinary clinics as requested. Supply requests are mailed within 1 business day of request.

PetData will distribute registration or license tags as needed and maintain an annual inventory of tag sequences distributed to each sales location. The inventory ensures that each location has a sufficient supply of tags to sell, that all tag numbers can be traced in the event a pet is lost before the record has been sent to PetData, and that tag numbers cannot be duplicated in the database.

Customer Service

PetData prides itself upon providing a high level of customer service, and does so in many different capacities. Our primary method of providing customer service is over the phone. PetData will provide a unique telephone number for municipality's residents, and will establish an auto-attendant on behalf of each client which provides answers to common registration questions. The auto-attendant is available 24 hours a day, 7 days a week, and approximately 37% of all callers utilize this service during our regular work hours even though live operators are available.

PetData has highly trained customer service representatives available to answer calls Monday through Friday. Queries from animal service officers are responded to within fifteen minutes. Our highly sophisticated phone system has 23 phone lines, which guarantees that the citizen will not be greeted with a busy signal, and that their call will be met with the quality that it deserves.

PetData also provides customer service online via our customized web site. The website features an online tag search and answers to the most common questions of how to register a pet, such as the registration fees, mailing address and required paperwork. Several feedback forms are available for citizens to submit changes of address, phone number, and the status of their pet or to ask us other questions. For veterinarians, we offer the ability to order applications and tags (if applicable) online as well.

Online Licensing via PetLicense

In addition to processing payments through the mail, PetData provides pet owners with the option to pay for a registration online at its web site: www.petdata.com. Payment is made via major credit card, and a convenience fee of \$1.95 is charged to the customer per transaction to help defray PetData's cost of providing this option. This fee is not paid by the municipality and is optional for the pet owner. Pet owners can choose to mail in the paperwork if they don't want to register online.

Donations

PetData has established an easy way for people to make donations to their local animal shelter while they are paying for their registration. Donations can be made through the mail via information on mailings or applications. We also can provide citizens with the option to give a donation while they are paying for a

registration online. PetData will account for the donations and deposit the money as agreed upon with the client. The process is easy and secure, and PetData does not charge a fee for this service.

Reports

Within fifteen days of the end of each month, PetData will submit a report of all registrations or licenses processed during the preceding calendar month. The registration summary report will include counts of registrations sold, broken down by sales location, and will be in a format to be mutually agreed upon. Additional reports can also be provided on a monthly basis.

PetData's flexible and expandable software allows for reports based on a wide range of criteria. Reports may be generated either at a pre-determined interval or as requested by the client. Most reports can be provided within 5 business days, depending on the data requested.

State and Local Laws

PetData will comply with all state and local laws governing animal rabies vaccinations and pet registration programs, as may be amended from time to time.

Database Capability and Features

Software

PetData has developed its own proprietary database solution developed specifically to manage all aspects of the registration process. TAILS 2.0 ("The Animal Information & Licensing System") is based on the powerful 4th Dimension database platform and all animal licensing data is stored in this application. This proprietary solution has the necessary flexibility for customization to meet the specific needs of each municipal client, while also providing a standard data architecture for all licensing data.

TAILS is the third-generation of our management software, and the product of thousands of hours in development and refinement. Key features include:

- ▶ Address Correction – Full support for USPS CASS address validation. Addresses are processed real-time during data entry to ensure accuracy of address information and maximize deliverability of mailings.
- ▶ Entry Validation – TAILS performs multiple levels of consistency checks for entered and imported data, ensuring enforcement of business rules and improving overall accuracy.
- ▶ Mailing History – Maintains a complete history of mailings sent to citizens, and provides extensive reporting on response rates which helps us to adjust mailing timetables to generate the highest rate of returns.

TAILS is constantly being enhanced to maximize data accuracy and operational efficiency, which allows PetData to deliver a consistent, high-quality service.

TAILS 2.0 is further capable of accessing external and remote data sources through industry-standard ODBC connectivity, as well as data import and export. Supported data formats include but are not limited to XML, delimited text, DBF, and SQL dump. This capability facilitates the development of gateways between TAILS and shelter management packages.

Backup Systems

All databases are backed up twice during the working day. Nightly, all databases and key systems are backed up to high-capacity magnetic drives, which are set up in a 4-week rotation and stored off-site. This backup configuration would allow for recovery of the complete licensing database even in the event of a major failure or severe damage to our facilities.

Data Protection

PetData agrees that animal licensing data at all times belongs to the municipality and that at no point in time does PetData ever own the data. PetData will not use personal data collected on behalf of the municipality for any purposes other than those described in the included Scope of Services unless specifically directed by animal services. Furthermore, PetData specifically agrees that it will never sell, transfer, or release personal data it has collected in fulfilling the terms of this contract to a third party.

Credit Card Information Security/PCI Compliance

As a vendor that accepts payments via credit card, PetData is vigilant when it comes to the protection of that data. Therefore, it is important to know that PetData does not store any personal credit card information at any time. Furthermore, PetData is fully in compliance with the Payment Card Industry Security Program (PCI) as Visa and MasterCard define it. PetData further agrees that it will remain in compliance with the Payment Card Industry Security Program at all times.

As part of maintaining PCI Compliance, PetData undertakes a regular review of all security policies and procedures. Further, all public IP addresses, including websites and office WAN, are subject to regular vulnerability scanning to identify any potential security threats.

Data Access via PetAccess

PetData has developed PetAccess™ to provide password-protected, online access to license data. There is no additional charge for PetAccess. This easy-to-use, browser-based application is secure to ensure that appropriate personnel in a municipality can access the data in a timely manner. PetAccess allows shelter staff to perform tag searches and look up licensing information by owner name, phone number, and address. Updates to the online system are made daily, and the system is available 24/7. In addition, PetAccess logins may be provided to Animal Services, Emergency Dispatch and/or other authorized departments that need immediate access to licensing information. Therefore, PetAccess is an excellent way to provide a wide variety of personnel with access to licensing data via the Internet without having to access a shelter software application or to pay additional seat license fees.

Data Access via Data Transfer

While several clients choose to use PetAccess exclusively to access their animal licensing data, some clients prefer to integrate the licensing data into their shelter software. While PetData has the capability to exchange data with many existing databases, the municipality must provide access to its database so that PetData can transfer data. PetData cannot access and transfer data into a Municipality's database without explicit Municipality approval and the approval of the software vendor. Depending on the software used by the Municipality and the particular software license that has been executed, the Municipality may or may not already have permission to access its own database and to permit direct data transfers. PetData requires the support and cooperation of the client's software vendor in order to reintegrate data into the client's database.

NOTE: PetData does not charge any fees for PetAccess or for data transfers. However, if you are interested in data transfers, your shelter software vendor may charge additional fees. Please consult your software vendor directly for more information.

References

1. Client: Solano County Animal Care Services
 2510 Claybank Road
 Fairfield, CA 94533

 Contact: Ron Whitfield, Manager
 Phone: 707-784-1370, Fax: 707-784-1353
 Email: RWWhitfield@solanocounty.com

PetData has administered the animal license program for Solano County since April 2002. Since PetData began working for Solano County, licensing has increased 42%.

2. Client: Hernando County Animal Services
 19450 Oliver St
 Brooksville, FL 34601

 Contact: Liana Teague, Director
 Phone: 352-540-6286
 Email: LTeague@co.hernando.fl.us

PetData has administered the animal license program for Hernando County, Florida Animal Services since October 2003. Since PetData began working for Hernando County, animal licensing has increased 183%.

3. Client: Seminole County Animal Services Division
 232 Bush Blvd
 Sanford, FL 32773

 Contact: Morgan Woodward, Manager
 Phone: 407-665-5202 Fax: 407-665-5213
 Email: mwoodward@seminolecountyfl.gov

PetData has administered the animal license program for the Seminole County Animal Services Division since August 2005. Since PetData began working for Seminole County, animal licensing has increased over 175%.